



# **CITY OF NEWPORT BEACH SPECIAL EVENTS ADVISORY COMMITTEE**

## **AGENDA**

**MEETING DATE:**        **Wednesday, January 13, 2010**

**TIME:**                    **8:00 AM**

**PLACE:**                 **Visit Newport Beach, Inc  
Conference Room  
1200 Newport Center Drive, Suite 120**

1. Call to Order
2. Review and Approve Minutes of December 9, 2009 (Attachment)
3. Creation of a Citywide Special Events Calendar
4. Start Discussion on Weighting of Application Form Responses (Attachment)
5. Comments from the Public
6. Set Next Meeting Date (Janis Dinwiddie has a standing meeting Wednesday mornings making Wednesday a bad choice for this Committee)
7. Adjourn to Next Meeting

CITY OF NEWPORT BEACH  
SPECIAL EVENTS ADVISORY COMMITTEE MEETING  
Planning Conference Room  
December 9, 2009  
8 a.m.

**Draft Minutes**

X – In attendance  
A - Absent

**Members**

X	Laura Davis, Fashion Island	X	Marshall Topping, Topping Events, Inc.
A	Janis Dinwiddie, Dinwiddie Events	A	Judith Brower Fancher, Brower, Miller & Cole
X	Kim Severini, Visit Newport Beach, Inc.	X	Kirwan Rockefeller, U.C. Irvine
A	*Jim Donnell, Citivest, Inc.		

\*Jim Donnell resigned from the committee due to personal obligations.

**Guest Present**

Jordan Goldberg, Toshiba Classic/Hoag Hospital

**Staff Present**

Leigh DeSantis, City of Newport Beach, Economic Development Administrator  
Loretta Walker, Visit Newport Beach Inc, Director of Administration as Recording Secretary

**Call to Order**

Laura Davis welcomed everyone and called the meeting to order at 8:08 a.m.

**Review and Approve Minutes**

Ms. Davis asked for a motion to approve the minutes of the November 12, 2009 meeting. Kirwan Rockefeller made the motion and Marshall topping seconded. The minutes were unanimously accepted.

**Review of Criteria for Funding and discussion of Application Form and Process**

- The event process summary and special events application form were reviewed by committee members and suggested changes will be made. As soon as the process is approved, the committee can start accepting applications.
- The complete funding process will take about five months. This is a general timeframe which will let the applicant know what to expect and to give the committee and City plenty of time to complete the process. It was suggested that the process and timeline be posted and accessible to the public.
  - The applicant will be given 30 days to prepare and submit an application for funding.
  - Approximately 90 days for the committee to review as a group and then meet with the applicants individually.
  - Request on the docket for City Council. Committee members may need to attend a City Council study session for more clarification on certain applications.
  - Approval of funding from City Council.
  - Request for check is given to administration.

**Prior to the Next Meeting**

- Leigh DeSantis will make the changes to the application and process that the committee members decided on and send the corrected application to all members.
- Each member will review the application form and determine a point system on a scale of 1-100 for each question or category and decide on the weighted value it should receive.
- Ms. DeSantis will check with the City's IT department to determine the turn-around time to have the application available online in pdf form to be printed out or submitted online for accessibility to all committee members.
- Ms. DeSantis will speak to the City Attorney regarding any propriety information that needs to be addressed regarding an online application.

**Comments from the Public**

There were no comments from the public.

**Next Meeting Date**

The next meeting is scheduled for January 13<sup>th</sup> at 8 a.m. at Visitors Bureau.

**Adjourn**

The meeting was adjourned at 9:26 a.m.

Respectfully submitted by

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Loretta Walker,  
Recording Secretary

# NEWPORT BEACH SPECIAL EVENT APPLICATION FORM

## Section One – Event Summary

Name of Event -

Date(s) of Event -

Time(s) of Event -

Location(s) or Venue(s) of Event -

Is or will this be an annual event?

YES

NO

Type of Event – special interest, commercial, sports, cultural/arts, social, etc. -

Is there a charge or fee for the event?

YES

NO

Describe what, if any, portion of the event is free to the public -

Describe what, if any, portion of the event is charitable fund raising. Please provide the name of the charity or charities the event supports and what percentage of the proceeds they will receive along with a dollar estimate of what the percentage amounts too.

Types of In-Kind City Sponsorship requested – List:

Amount of Cash Sponsorship from the City requested and what it will be used for. Be specific.

**Section Two – Applicant Identification Details**

Name of Applicant Organization -

Description of Applicant Organization (type of entity, purpose, history) -

Names of Board Members or Owners -

Name of Contact and Contact Information for the Purpose of this Application –

Address -

Phone -

Fax -

Mobile -

Email -

Is there a contract  
with an event  
organizer?

YES

NO

Does the Applicant hold intellectual property rights to the event? If not, who? -

List Prior Event Experience of both the Applicant and the Event Organizer -

If the Applicant conducts a similar event in other cities or if the event has been held in Newport Beach previously, describe any difficulties you've encountered and what adjustments you've made to improve the event. -

Provide previous locations of event including reasons for leaving. -

### **Section Three – Event Description and Attachments**

The application is not complete and will not be reviewed unless requested documents are attached.

#### **Event Outline – Maximum of one page –**

A basic description of your event including the objectives and history of the event and if there is a special theme or focus of the event

#### **Business Plan for the Event – Maximum two pages –**

Include     1) Event goals, objectives and strategies  
               2) Planning, preparation, and event schedules with milestones and time frames

#### **Budget for the Event – Maximum two pages -**

Include     1) Projected budget  
               2) Detailed budget with cash flows, profit & loss forecasts  
               3) A list of confirmed and potential sponsors, both financial and in-kind with dollars confirmed and requested

#### **Marketing and promotion Plan for the Event – Maximum three pages -**

Include     1) Target Markets  
               2) Marketing Objectives  
               3) Marketing strategies including advertising/PR activity and timelines  
               4) Who is responsible for the marketing and promotion plan  
               5) Do they have experience in either events/marketing/PR? If, what experience?  
               6) Itemized marketing and promotions plan budget

#### **Sponsorship Proposal Package –**

Please attach a description of the specific benefits being offered to Newport Beach

#### **Economic Impact Potential –**

Do you have any existing economic impact data (or a commissioned economic impact report) for this event? If, yes, please attach the latest data along with who collated the data.

#### **Attendance (Please do not exaggerate) -**

<b>Number of People Expected</b>	<b>NB Residents</b>	<b>US Residents</b>	<b>Foreign Visitors</b>
Participants/Hosts/Competitors/Members of Applicant Organization			
Spectators/Attendees/ Audience/Ticket Buyers/Diners			
Volunteers/Workers/Vendors			
<b>Totals</b>			

<b>Entry Fees</b>	<b>Adult</b>	<b>Child</b>	<b>Other</b>
Participant			
Spectators			
<b>Totals</b>			

